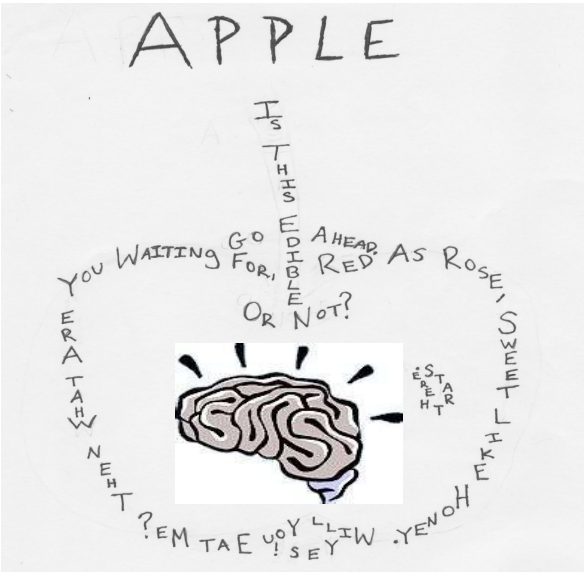


The Youth of Age



Original photo



Brief

To design an A2 poster that creatively integrates image and text. Supported by a concept board and workbook.

Influence

A recent trip to Europe, in particular Florence, Italy provided the inspiration for the poster image - a Roman youth.

This image for me reflected not only the beauty of youth but also its fragility and inevitable decay.

The omission of the top part of the head left room for interpretation and I found myself thinking about the process of physically and mental aging and the increasing groundswell of older people trying to subvert the laws of human biology by changing peoples concept of aging Its about the cosmetic image and the metaphysical. Not the search for immortality but rather the journey to**Amortality**—the trend of living agelessly.

Designers: Paula Scher and Ty Mattson influenced my design. I tried to indulge in serious rather than solemn play especially when using my heading (a play on words) the **youth** of age, rather than the **age** of youth and I liked the clean lines and use of colour in the “Lost Poster”.

The use of hand rendered typography supported the use of concrete or visual poetry to portray

the brain. I tried a minimalist approach to style because I wanted the photographic image (Herbert Matter) to have hierarchy over the other typeface.

Colours

I wanted to use a colour palette which characterised natural, earthy tones but also worked sympathetically with the sometimes showy colours used in Greek and Roman art. The **Orange** of (terricota), **green** of (oxidised copper) and creamy brown (aged) earthy tones .

References

Mayer C, (2011), Amortality: The Pleasures and Perils of Living Agelessly , Vermilion UK.
Graphic Design lecturers: Leigh Paterson, Nathan Thompson, Kerryann Lee
Graphic Design I — lecutures